

**Proposal #1:**

**A. Very interesting idea!** 20/20

**B. General research questions** 20/20

good start, will need to be refined  
as you go forward

**C. References** 10/10

Good. Liked the S Africa one as a model of how one might conduct such a study (though not a survey).

Going forward, I think the biggest concerns I have right now are how you will define a target population, sampling frame and sampling scheme. If you can do this successfully this would be a great project. Note that this is a more rigorous process than used in the s africa study which basically just informally grabbed a bunch of magazines/newspapers and gave results for them (hard to draw generalizable conclusions from what they did.)

**Proposal #2:**

**A. good current events relevance** 20/20

**B. good general research questions** 20/20

beware that you have so many questions here than an eventual questionnaire would be too long for anyone to sit through

**C. references fine** 10/10

100/100

## **Proposal 1: Frequency with Which Words Appear in Men's and Women's Magazines**

**Members:** (Team A) Dev Doshi, Emily Gehrels, Will Weiner, Crystal Wray, Pavan Yalamanchili

### **Description:**

*A. Why is this topic interesting? Why does this survey need to be done now? Is there a client for whom you might do the survey?*

This topic is interesting because the media have the ability to greatly influence people's perception of the world; therefore, a disconnect in word usage when targeting different genders may influence the way each gender speaks, or even thinks, about different issues. Understanding this disconnect will lead to better communication. A possible client might be magazine companies who want to offer their readers better advice on dealing with the opposite sex.

*B. What question(s) do you propose to study? Give a brief answer that would be understandable to a non-statistician.*

The study will compare the frequency with which different words appear in the love and sex advice columns in magazines targeting male populations versus those targeting female populations. It will control for different sub-categories such as magazines that target minorities, the LGBT communities, teens etc. It will also take into account the gender of the author of the column.

*C. What research has already been done on the topic or on the theoretical construct of central importance to your topic? What could be learned from the survey results?*

Dev Doshi

- Mandi Chikombero, Mthetho Tshemese. *Advice Columns in South African Print Publications*. August 1, 2009. <http://www.onelovesouthernafrica.org/wp-content/uploads/2009/08/advice-columns-final-version-with-pic1.doc>
- This report details the methodology and findings of a survey of advice columns in South African print publications. The methodology will be useful when we have to decide what advice columns to aggregate and how to code them. There are also useful insights into what kinds of findings are important to readers and writers of advice columns.

Emily Gehrels

- David Gauntlett. (2002) *Media, Gender, and Identity: An Introduction*. Routledge, London and New York. (Extracts available at [www.theoryhead.com/gender/extract.htm](http://www.theoryhead.com/gender/extract.htm)).
- This book discusses much of the impact that media stereotyping has on both men and women. Chapters eight and nine of the book specifically discuss the emphasized themes of men's and women's magazines and the effect that these themes have on male and female psyche. It mentions how men's magazines are all about making women happy and becoming "good men" while women's magazines are more about boosting one's confidence. It would be interesting to see how the author came to these conclusions and whether the data from our survey supports his claims.

#### Will Weiner

- Pusavat, Grace S. "Gender Perception Differences for Relationships Portrayed on Television" *Cornell University E-Commons* (May 2007) <http://ecommons.library.cornell.edu/bitstream/1813/7822/1/Pusavat.%20Grace.pdf>
- This article is about the perception of gender roles in television. The key finding of the paper is that people favored TV characters more if they fit into 'traditional' gender roles. Additionally, it was found that these traditional roles are viewed differently between men and women. This seemed to be based on the different portrayals of these roles in programming targeted at men versus programming targeted at women. While not related to magazines directly, it shows the pervasiveness of the media's portrayal of gender. This helps inform our study by fueling the question 'what qualities are associated with traditional gender roles' as there is a motivation here for why that question matters.

#### Crystal Wray

- Argamon, Shlomo, Moshe Koppel, Jonathan Fine, and Anat Rachel Shimoni. "Gender, Genre, and Writing Style in Formal Written Texts." *Text - Interdisciplinary Journal for the Study of Discourse* 23.3 (2003): 321-46. [www.cs.biu.ac.il/~koppel/papers/male-female-text-final.pdf](http://www.cs.biu.ac.il/~koppel/papers/male-female-text-final.pdf)
- This study suggests that there are lexical and syntactic differences between male and female writers. The study suggests that women tend to present ideas in an "involved" way ("I know that you know what I am referring to, therefore I will present the information as if we both know it") whereas men tend to present ideas in an informational way ("here are some details about the things being mentioned"). These two very different approaches to communication support the theory that there is a disconnect between men and women with regards to wording.

#### Pavan Yalamanchili

- "Gender Targeting in Print Ads" by Danielle Miller <http://www.aber.ac.uk/media/Students/dnm9901.html>
- This article points out similarities and differences between advertising to male and female audiences in print. According to the article, both men and women are influenced by what they perceive as being ideal for their appearance, intelligence, or other factors. The article claims that where the targeting differs between the sexes is in what qualities are considered ideal for men and women. Our research could provide further insight into the ways in which an audience is targeted through print based on their gender.

## **Proposal 2: A Political Survey of the CMU Community**

**Members:** (Team A) Dev Doshi, Emily Gehrels, Will Weiner, Crystal Wray, Pavan Yalamanchili

### **Description:**

*A. Why is this topic interesting? Why does this survey need to be done now? Is there a client for whom you might do the survey?*

This topic is interesting because we are in an election year and, since the CMU community is full of current and future leaders, it would be interesting to see how such a community feels about political issues and their informedness/choices for the election. The survey should be done now to assess how informed the community is; if people are not as informed as they should be before voting, more action can be taken to increase informedness. The political parties and their candidates would be clients who might also find the results of the survey useful.

*B. What question(s) do you propose to study? Give a brief answer that would be understandable to a non-statistician.*

We are seeking a measurement of each respondent's stance on social, political, economic, and election issues. We will obtain demographic information like {age, gender, student/faculty/staff, major/department, QPA} and see if there is a relationship between the demographic information and stance. That is, can we predict a person's political leaning or election behavior given their demographic information? Also, we want to ask how representative of the US population the CMU community is.

*C. What research has already been done on the topic or on the theoretical construct of central importance to your topic? What could be learned from the survey results?*

Dev Doshi

- The American National Election Studies ([www.electionstudies.org](http://www.electionstudies.org)). THE ANES GUIDE TO PUBLIC OPINION AND ELECTORAL BEHAVIOR. Ann Arbor, MI: University of Michigan, Center for Political Studies [producer and distributor].
- This website contains a large amount of data from the past 50 years of elections. It includes examples of the question phrasing and analysis of the results. It should be useful for refining our research/survey questions and methodology and also for giving us a baseline to evaluate our results against.

Emily Gehrels

- Mary Beth Marklein. Study: College Freshmen Move Left on Key Issues. *USA Today*. Retrieved Jan 29 2012 from: <http://content.usatoday.com/communities/onpolitics/post/2012/01/college-freshmen-political-views-ucla-study/1>.
- This article discusses the changes in political views of incoming college freshman since 2009. The percentage of incoming freshman who reported as moderate has increased. However, when asked about specific campaign issues such as gay rights, and right to abortions, the results showed an increase in the percentage of responders whose responses were "leftward leaning." This provides an interesting possible survey area of comparing overall leaning with leaning on specific issues.

#### Will Weiner

- Gage, Rachel. Zick, Jennifer. Tully, Kaylie and Simon, Eliana. "Choice of Major and Political Attitudes: A Study of University of Minnesota Students" *Sentience. The University of Minnesota Undergraduate Journal of Psychology* (2010). [http://www.psych.umn.edu/sentience/files/Gage\\_2010.pdf](http://www.psych.umn.edu/sentience/files/Gage_2010.pdf)
- This study looks at whether there is a correlation between a student's major and their political views. It was carried out at the University of Minnesota, so the results may or may not generalize well to the US as a whole, but they seem intuitive. There did not seem to be much other research at a larger national level so it could be interesting to see how our findings compare. In this study it was found that major is uncorrelated with social views, but is significantly related to the economic views of a student. It was found that business, economics, engineering, and computer science majors were significantly more conservative economically than arts, lab science, and social science majors. This gives us an idea of what results we might see and would be interesting to see if these results match our findings.

#### Crystal Wray

- Perez, Esten and John Della Volpe (eds.) (2011). *Survey of Young Americans' Attitudes Toward Politics and Public Service: 20th Edition*. Harvard University Institute of Politics: Cambridge. <http://www.iop.harvard.edu/Research-Publications/Survey/Fall-2011-Survey>
- This survey polled 2,028 18-29 year-old U.S. citizens and found that a plurality predict Obama will lose bid for re-election and that Mitt Romney leads among young Republican primary and caucus goers. This survey can provide the framework for how we should conduct our study as well as allow us to compare CMU students to the general population of young adults.

#### Pavan Yalamanchili

- "College Students and Politics: A Literature Review" by Ross P. Meyer and Nicholas V. Longo <http://www.civicyouth.org/PopUps/WorkingPapers/WP46LongoMeyer.pdf>
- This article is about the political views and voting tendencies that are common among college students. It explores the reasoning behind the perceived apathy among college students about politics, and whether it is a misconception or an actuality. It uses literature as its main focus of research, however, while we would like to use survey methodology to provide evidence for or against the notion that college students are not very politically involved.